

To: FCC

There is a solid, valuable objective for physicians and other healthcare professionals to receive faxes that cover essential information such as:

- 1) CME opportunities
- 2) Information relating to changes in currently used pharmaceutical drugs.
- 3) Notification of new pharmaceutical drugs
- 4) Opportunities to provide a physicians' information regarding a current illness or use and effectiveness of a pharmaceutical drug.
- 5) Specific information regarding a contagious illness that is effecting a number of people nationwide
- 6) Pharmaceutical drugs that are in a recall mode

The true advantage of broadcast faxing is the ability to notify physicians and other healthcare professionals within a couple of hours from the time an important item has been unfolded.

In the event that a healthcare professional does not want to receive an important fax, the recipient can notify the fax distributors (which usually occurs when a person has retired or is not longer a full-time worker). An opt-out list of those not wanting to receive faxes is compiled through time, and the opt-out list is run against the distributors general list to eliminate the various opt-outs.

If broadcast faxing becomes limited on August 25, many physicians and other healthcare personnel will not be able to quickly, effectively receive the information that is so important.

For instance, during the last couple of years when anthrax and smallpox was concerning many people, several organizations faxed important information to doctors concerning the best way to handle these illnesses. If the healthcare professionals were only receiving information via direct mail, they may have had a delay for a couple of weeks, and during that time their patients may have suffered.

Without the benefit of broadcast faxing, many healthcare professionals will not be able to receive essential information almost immediately. I certainly hope FCC will no longer limit the distribution of broadcast faxing on August 25, as broadcast faxing is a valuable process for physicians and healthcare personnel.

Sincerely,

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